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## **Governor issues “PowerForward” energy efficiency challenge and pledges state to lead by example**

SALT LAKE CITY (June 14, 2002) – The 2002 PowerForward energy efficiency campaign was launched by Governor Mike Leavitt on Friday, with a promise that the state will lead by example, and a challenge to Utah consumers to change their light bulbs for greater energy efficiency.

PowerForward is part of the governor’s “1000 Day Economic Plan” and is spearheaded by the Utah Energy Office. Under the plan, PowerForward shifts from a short-term energy conservation initiative and consumer “alert network” to a “1000 day” year-round energy efficiency campaign. State energy conservation experts have outlined simple ways consumers can be more energy efficient without drastically changing their lifestyle. Electricity efficiency and conservation are particularly important during summer months, when electricity use is at its peak.

“Utah’s power situation can be compared to a patient who has had a mild heart attack,” said Gov. Leavitt. “We aren’t staring price volatility, high prices and supply issues in the face right now, but the underlying issues still exit. We need to develop better energy efficiency habits and reduce our summer electricity use to avoid long-term risk -- just as heart patients need to develop good eating and exercise habits.”

The goals of PowerForward are to “cultivate an ethic of energy efficiency and conservation” and transform energy behavior of Utah government, business and consumers to ensure Utah has affordable and reliable supplies of clean energy.

### **State Building Energy Efficiency Saves more than \$3 million**

Utah government is leading by example, expanding state building energy efficiency for cost savings. Since 1999, the State Buildings Energy Efficiency Program has saved more than \$3 million. All new state buildings must be designed to save at least 25 percent on energy costs.

And the state is leading with executive, legislative and regulatory policies to support sustained investments in energy efficient infrastructure, products and services.

### **Change your light bulbs CFL Consumer Challenge**

One component of this year's campaign is the Change Your Light Bulbs CFL Consumer Challenge. The governor said saving energy can be as easy as changing a light bulb, and challenged consumers to use CFL energy-efficient light bulbs whenever possible. While CFLs are more expensive than regular light bulbs, they consume 75 percent less energy than a regular light bulb and last up to ten times longer. Some 300,000 PacifiCorp customers have received CFL light bulbs as part of PacifiCorp's efforts to contribute to energy efficiency.

### **Business partners to be doubled**

Businesses are critical partners in the success of PowerForward. The state aims to double its business partners this year from 10 to 20, and to enlist some of the state's largest companies who are providing energy-efficient products and services to Utah business and consumers. By educating employees and implementing energy efficiency measures, businesses are able to save in energy costs and provide benefits to consumers.

### **PowerForward Alert Network**

Last year, simple tools were created to notify consumers of times when power demand and prices are high. A light bulb with one of three familiar colors of a traffic light – green, yellow and red – indicates a progression of conservation behavior desired from the public. The effort was a big success, with Utahns conserving an average of 100 megawatts on each of four declared "yellow" days. That's enough energy to provide electricity to the entire city of Provo.

While the alert system will be available this year, it is expected that extreme conservation measures will not be necessary. Most of the summer is expected to be a green conservation day, calling for ongoing energy efficiency and conservation.

"We're not asking Utahns to dramatically change their lifestyle – just to be more sensitive and responsive to energy conservation needs," Gov. Leavitt said. "If everyone helps out just a little, the payoff for us all will be dramatic."